



ORDER

Flight Dates **10/09/12-10/15/12**

Contract / Revision **299973 /**

Original Date / Revision
09/25/12 09/25/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **1200**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$33,893.75	\$39,875.00	0.00	10/01/12	10/15/12	61	\$33,893.75	\$39,875.00
Totals	61	\$33,893.75	\$39,875.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF - -		1				\$125.00		0.00			
2	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	- TWTF - -		1				\$400.00		0.00			
3	KNXV	10/09/12	10/12/12		CM	7am-9am	- TWTF - -	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00



KNXV

Print Date: 09/25/12

Page 2 of 4

Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					2	\$400.00		0.00			
4	KNXV	10/09/12	10/15/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$50.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$50.00		0.00			
5	KNXV	10/14/12	10/14/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	- - - - - S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$200.00		0.00			
6	KNXV	10/09/12	10/15/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$400.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$400.00		0.00			
7	KNXV	10/09/12	10/15/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$200.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$200.00		0.00			
8	KNXV	10/09/12	10/15/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$400.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$400.00		0.00			
9	KNXV	10/09/12	10/15/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$500.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$500.00		0.00			
10	KNXV	10/09/12	10/15/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$600.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$600.00		0.00			
11	KNXV	10/09/12	10/15/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$1,000.00		0.00			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$1,000.00		0.00			
12	KNXV	10/09/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- TWTF - -					4	\$700.00		0.00			



KNXV

Print Date: 09/25/12

Page 3 of 4

Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
12	KNXV	10/09/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- TWTF--	4		\$700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
7	KNXV	10/08/12-10/14/12		M-F 6pm-630pm		6pm-630pm	- TWThF----	:30		(\$700.00)		0.00 NM		
See MG 12.10 [program change preempt rv 9/6]														
10	KNXV	10/11/12-10/11/12		Prime News		8p-9p	--- Th-----	:30		\$700.00		0.00 NM		
Ⓜ MG for 12.7 10/11 [na due to program change preempt rv 9/25]														
Week:		10/15/12	10/21/12	M-----	1		\$700.00		0.00					
13	KNXV	10/13/12	10/13/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/08/12-10/14/12		Sa 4pm/5pm News		4-430p/5-530p	-----Sa--	:30		(\$500.00)		0.00 NM		
See MG 13.3 [There is no 4pm News on 10/13 due to Nascar. jtaylor 7/19/12]														
3	KNXV	10/08/12-10/14/12		Nascar		Various times	-----SaSu	:30		\$500.00		0.00 NM		
Ⓜ MG for 13.2 10/13														
14	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	1		\$500.00		0.00					
16	KNXV	10/15/12	10/15/12	Monday Prime C Castle	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00 NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	M-----	1		\$5,500.00		0.00					
17	KNXV	10/14/12	10/14/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	1		\$4,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/08/12-10/14/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.3 [Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
3	KNXV	10/08/12-10/14/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.2 10/14														
18	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	-----S	1		\$350.00		0.00					
19	KNXV	10/09/12	10/15/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	- TWTF--	4		\$1,000.00		0.00					
Week:		10/15/12	10/21/12	M-----	1		\$1,000.00		0.00					
20	KNXV	10/09/12	10/15/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



KNXV

Print Date: 09/25/12

Page 4 of 4

Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
20	KNXV	10/09/12	10/15/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- TWTF--					4	\$450.00		0.00			
Week:		10/15/12	10/21/12	M-----					1	\$450.00		0.00			
21	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,000.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	61	\$39,875.00

*Tax 1 Note: Tax 0.5%.